



ORDER

Flight Dates **10/11/12-10/17/12**

Contract / Revision **310950 /**

Original Date / Revision
09/13/12 09/25/12

Advertiser **Paton / Republican / Congre**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Paton for Congress

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:13:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 409333

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	27%	110520
KPNX	18%	73680
KPPX	%	0
KSAZ	22%	90053
KTVK	18%	73680
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	71	\$52,190.00	\$61,400.00	0.00	10/01/12	10/17/12	71	\$52,190.00	\$61,400.00
Totals	71	\$52,190.00	\$61,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	10/11/12	10/12/12	M-F 6-7am M-F 6-7am	CM	6am-7am	---TF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---TF--			2		\$250.00		0.00				
N 2	KNXV	10/15/12	10/17/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MTW----	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTW----			3		\$250.00		0.00				
N 3	KNXV	10/11/12	10/12/12		CM	7am-9am	---TF--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00



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Contract / Revision **310950** Flight Dates **10/11/12-10/17/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/25/12

Order Sep 00:13:00

Advertiser **Paton / Republican / Congr** Product **Paton for Congress**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7-9am															
M-F 7-9am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	4		\$250.00		0.00						
N 4	KNXV	10/15/12	10/17/12	M-F 7-9am	CM	7am-9am	MTW----	:30	6	\$250.00	P-3	0.00	NM	6	\$1,500.00
M-F 7-9am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTW----	6		\$250.00		0.00						
N 5	KNXV	10/11/12	10/12/12	M-F 10am-11am	CM	10am-11am	---TF--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
The View															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$450.00		0.00						
N 6	KNXV	10/15/12	10/17/12	M-F 10am-11am	CM	10am-11am	MTW----	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
The View															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTW----	3		\$450.00		0.00						
N 7	KNXV	10/11/12	10/12/12	M-F 2pm-3pm	CM	2pm-3pm	---TF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
General Hospital															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$250.00		0.00						
N 8	KNXV	10/15/12	10/17/12	M-F 2pm-3pm	CM	2pm-3pm	MTW----	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
General Hospital															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTW----	3		\$250.00		0.00						
N 9	KNXV	10/11/12	10/12/12	M-F 4pm-430pm	CM	4pm-430pm	---TF--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
4PM News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$450.00		0.00						
N 10	KNXV	10/15/12	10/17/12	M-F 4pm-430pm	CM	4pm-430pm	MTW----	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
4PM News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTW----	3		\$450.00		0.00						
N 11	KNXV	10/11/12	10/12/12	M-F 430pm-5pm	CM	430pm-5pm	---TF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
M-F 430pm-5pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$350.00		0.00						
N 12	KNXV	10/15/12	10/17/12	M-F 430pm-5pm	CM	430pm-5pm	MTW----	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
M-F 430pm-5pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTW----	3		\$350.00		0.00						
N 13	KNXV	10/11/12	10/12/12	M-F 5pm-530pm	CM	5pm-530pm	---TF--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
M-F 5pm-530pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---TF--	2		\$550.00		0.00						
N 14	KNXV	10/15/12	10/17/12	M-F 5pm-530pm	CM	5pm-530pm	MTW----	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
M-F 5pm-530pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTW----	3		\$550.00		0.00						
N 15	KNXV	10/11/12	10/12/12	M-F 6pm-630pm	CM	6pm-630pm	---TF--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
M-F 6pm-630pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Contract / Revision **310950** Flight Dates **10/11/12-10/17/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/25/12

Order Sep 00:13:00

Advertiser **Paton / Republican / Congr** Product **Paton for Congress**

Estimate #

														Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
N15	KNXV	10/11/12	10/12/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	---TF--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	---TF--					2	\$550.00		0.00					
N16	KNXV	10/15/12	10/17/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTW----	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	MTW----					3	\$550.00		0.00					
N17	KNXV	10/11/12	10/12/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	---TF--	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	---TF--					2	\$650.00		0.00					
N18	KNXV	10/15/12	10/17/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTW----	:30	3	\$650.00	P-3	0.00	NM	3	\$1,950.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	MTW----					3	\$650.00		0.00					
N19	KNXV	10/11/12	10/12/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	---TF--	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	---TF--					2	\$850.00		0.00					
N20	KNXV	10/15/12	10/17/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTW----	:30	3	\$850.00	P-3	0.00	NM	3	\$2,550.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	MTW----					3	\$850.00		0.00					
N21	KNXV	10/15/12	10/15/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M-----	:30	1	\$8,500.00	P-3	0.00	NM	1	\$8,500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----					1	\$8,500.00		0.00					
N22	KNXV	10/15/12	10/15/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----					1	\$6,000.00		0.00					
N23	KNXV	10/16/12	10/16/12	Tuesday Prime A Dancing Results	CM	7pm-8pm	-T-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-T-----					1	\$3,500.00		0.00					
N24	KNXV	10/11/12	10/11/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	---T---					1	\$5,000.00		0.00					
N25	KNXV	10/12/12	10/12/12	Friday Prime A Friday Prime A	CM	7pm-8pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	----F--					1	\$2,000.00		0.00					
<u>Spot</u>		<u>Ch Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
1		KNXV 10/08/12-10/14/12		Friday Prime A		7pm-8pm	----F--	:30		(\$2,000.00)		0.00	NM				
		See MG 25.2															
		[NA at entry and miscoded. jtaylor 9/24/12]															
2		KNXV 10/08/12-10/14/12		Friday Prime A		7pm-8pm	----F--	:30		\$2,000.00		0.00	NM				
		Ⓜ MG for 25.1 10/12															
N26	KNXV	10/12/12	10/12/12		CM	8pm-9pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00		



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Contract / Revision **310950** Flight Dates **10/11/12-10/17/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/25/12

Order Sep 00:13:00

Advertiser **Paton / Republican / Congr** Product **Paton for Congress**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Friday Prime B											
				Friday Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--					1	\$2,000.00		0.00			
N27	KNXV	10/12/12	10/12/12	Friday Prime C	CM	9pm-10pm	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				Friday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--					1	\$3,000.00		0.00			
N28	KNXV	10/13/12	10/13/12	SA 10-1035pm	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$450.00		0.00			
N29	KNXV	10/14/12	10/14/12	Su 8-9am	CM	8-9am	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				ABC This Week											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$350.00		0.00			
N30	KNXV	10/14/12	10/14/12	SU 4pm-430pm	CM	4pm-430pm	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				SU 4pm-430pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$200.00		0.00			
N31	KNXV	10/14/12	10/14/12	SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				SU 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$200.00		0.00			
N32	KNXV	10/14/12	10/14/12	Su 5pm News	CM	5pm-530pm	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				SU 5pm-530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$350.00		0.00			
N33	KNXV	10/14/12	10/14/12	Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
				Sunday Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$4,000.00		0.00			
N34	KNXV	10/14/12	10/14/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$850.00		0.00			
N35	KNXV	10/13/12	10/13/12	PR Various Non-Net 1	CM	830-9p	-----S-	:30	1	\$700.00	P-6	0.00	NM	1	\$700.00
				PR Various Non-Net 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$700.00		0.00			
N36	KNXV	10/12/12	10/12/12	M-F 430-5am	CM	430-5am	----F--	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
				M-F 430am News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--					1	\$50.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 71 \$61,400.00